

2016–21 Strategic Plan

Summary

A microscopic view of plant tissue, showing cellular structures and a prominent circular cell. The image is overlaid with a green gradient that transitions from a lighter green at the top to a darker green at the bottom, creating a diagonal split effect.

**Plant Health Australia
(PHA) is the national
coordinator of the
government-industry
partnership for plant
biosecurity in Australia.**

PURPOSE

The purpose of PHA is to coordinate strong industry and government partnerships that minimise plant pest impacts on Australia, boosting industry productivity and profitability and enhancing market access

VISION

PHA is recognised nationally and internationally as the independent and trusted coordinator of a robust, shared and integrated Australian plant biosecurity system

Strategic Plan 2016–21

To achieve the vision set out for the company by 2021, PHA's focus will be on seven key result areas and seven guiding strategies.

KEY RESULT AREAS

1

PARTNERSHIPS

2

EPPRD

3

PREPAREDNESS

4

SURVEILLANCE

5

DIAGNOSTICS

6

RD&E

7

COMPANY HEALTH

STRATEGIES & KEY PERFORMANCE INDICATORS

1 STRENGTHEN PARTNERSHIPS

- Strong working relationship with members
- Stakeholder engagement broadened along the value chain
- Established relationships with international partners
- Awareness programs expanded
- Farm biosecurity program strengthened



4 FACILITATE A NATIONALLY CO-ORDINATED SURVEILLANCE PROGRAM

- Surveillance programs for nationally significant pests established
- Uptake of new surveillance technology
- Increased industry capacity
- Nationally co-ordinated data management



2 ENHANCE OPERATION AND INTEGRITY OF THE EPPRD

- Signatories comply with EPPRD obligations
- EPPRD review outcomes implemented
- Enhancement of policy and activities to promote early pest reporting
- Increased emergency response capacity and capability



5 IMPROVE THE DIAGNOSTIC SYSTEM

- Nationally co-ordinated diagnostic network
- Increased protocol coverage for Emergency Plant Pests
- Improved diagnostician capability



3 DEVELOP PEST MANAGEMENT AND PREPAREDNESS PROGRAMS

- Improved national management of recently introduced pests
- Established framework for management of exotic weeds and pests of pastures
- Programs for management of nationally significant pests established
- Risks identified and managed



6 CO-ORDINATE PLANNING AND IMPLEMENTATION OF PLANT BIOSECURITY RD&E

- AGSOC Plant Biosecurity RD&E Plan Implemented
- Nationally agreed RD&E priorities
- Monitor RD&E activities, capability and capacity
- Increased ability to fund plant biosecurity RD&E activities



7 MANAGE THE COMPANY EFFECTIVELY

- Attract and retain key staff skills
- PHA is in a sound financial position
- Legal and regulatory compliance obligations met
- Timely and accurate reporting



OPERATIONAL PLANS

ANNUAL OPERATIONAL PLAN

Guides business to achieve strategic direction



Together, PHA members
make continuous
improvements to the
biosecurity system
in Australia.

Strategies

Seven guiding strategies to ensure PHA meets its vision by 2021



STRENGTHEN PARTNERSHIPS

Australia can only be protected from new plant pests with cooperation between plant industries and governments. PHA has played a key role fostering effective partnerships since the company's inception in 2000, and company membership continues to increase, broadening PHA's reach.

Under the new strategic plan, PHA will continue to bring partners together to work collaboratively to strengthen Australia's biosecurity system. New members will be fostered, particularly new industries and new associate members – stakeholder organisations with roles to play in plant biosecurity. PHA will work to extend relationships further along the value chain and plans to enhance the reputation of the company and the plant biosecurity system internationally.

PHA's important role as a promoter of the importance of plant biosecurity will also be strengthened with more resourcing for the Farm Biosecurity Program and other awareness-raising initiatives.

PHA takes pride in the company's record of bringing together partners to broker solutions to often complex problems.



ENHANCE OPERATION AND INTEGRITY OF THE EPPRD

As custodian of the Emergency Plant Pest Response Deed (EPPRD) PHA has a leadership role in eradication responses to serious new pest incursions. The EPPRD provides post-border protection for Australia's plant industries and associated rural communities, the environment and the national economy.

PHA will provide guidance to Parties to the EPPRD to ensure effective operation, as well as continually evaluating and improving the agreement to ensure that it keeps pace with the needs of signatories. Parties to the agreement will be assisted to increase their emergency response capacity.



FACILITATE A NATIONALLY COORDINATED SURVEILLANCE PROGRAM

Given the importance of picking up new pest incursions quickly, and the need to demonstrate area freedom, PHA will take leadership in developing systems of surveillance for high priority pests within Australia. PHA will assist industries to expand data collection for key exotic pests, work to establish farm or regional surveillance systems and, through government-industry partnerships, work to implement biosecurity plans.

To maximise benefits from improved systems of checking for pests, PHA will invest in data management and reporting systems, with ongoing benefits to market access for Australian produce.



IMPROVE THE DIAGNOSTIC SYSTEM

Accurate and rapid identification of pests is a fundamental element of the plant biosecurity system. PHA will continue to boost Australia's diagnostic capability by building a coordinated network of experts that provides comprehensive coverage of expertise nationally. Efforts to increase diagnostic preparedness for priority plant pests will continue through improving the skills and knowledge of diagnosticians, as well as facilitating the development of protocols for the identification of key exotic pests.



DEVELOP PEST MANAGEMENT AND PREPAREDNESS PROGRAMS

PHA will assist stakeholders to find solutions to a wide range of nationally significant biosecurity issues where no existing framework applies, such as weeds, national fruit fly management, newly introduced pests and pests of pastures.

The company will do this by developing strategies, facilitating partnership approaches and managing large-scale programs. Through partnerships, PHA will also take the lead in identifying initiatives to improve preparedness including plant biosecurity research, development and extension. The work will inform the development of future strategic frameworks.

Preparedness initiatives include managing programs for newly introduced pests such as national management plans, and facilitating industry-government partnerships that boost biosecurity planning for industries and contingency planning for high priority pests.



CO-ORDINATE PLANNING AND IMPLEMENTATION OF PLANT BIOSECURITY RD&E

With change pending in the structure of plant biosecurity science in Australia, PHA will increase its focus on coordinating RD&E across universities and other research organisations. This includes implementing the Plant Biosecurity RD&E Strategy, identifying areas of greatest need, identifying opportunities for cross-sectoral benefits and assisting in obtaining funding for needed research.



MANAGE THE COMPANY EFFECTIVELY

With effective and transparent systems of governance, financial control and risk management PHA maintains a sound business. The company is committed to maintaining a highly skilled staff with a broad expertise base to assist members with their growing biosecurity needs.

A close-up photograph of several green leaves, showing detailed vein patterns. A diagonal line splits the image from the bottom-left to the top-right. The top-right portion is a lighter, more saturated green, while the bottom-left portion is a darker, more shadowed green. The text is overlaid on the top-left portion of the image.

PHA works to
boost industry
productivity,
profitability and
enhance market
access and profit.

Drivers

Factors influencing PHA strategy.



National vision for plant biosecurity

The National Plant Biosecurity Strategy is Australia's first blueprint for a truly national plant biosecurity system.

The strategy, and the follow up mid-life progress report, guide the activities of PHA and other stakeholders to strengthen the system.



Plant pest threats on the rise

Biosecurity planning for Australian plant industries has identified 360 pests that would have a serious impact should they make it through border controls to establish here.



Loss of plant protection products

There is a trend towards reducing the array of agricultural chemicals available to producers for the control of pests.



Plant production industries benefit the economy

Plant production in Australia remains an important contributor to the national economy. The value of national production from the plant sector has been growing steadily for the last 30 years.



Increasing trade and passenger movements

Higher cargo volume, more trading partners and increasing passenger movements combine to increase the risk of pests being introduced with people, in goods or packaging.



Australia's emergency plant pest response arrangements

PHA's role as custodian of the Emergency Plant Pest Response Deed dictates a significant amount of PHA resources. The company guides Parties in applying the provisions of the EPPRD to eradicate significant pest incursions.



Gaps in biosecurity management

While plant pests and emergency animal diseases are covered by national government-industry agreements, there is no established mechanism for dealing with weeds or for dealing with pests of pasture. PHA is working to address these gaps in the biosecurity system.



Inadequate uptake of farm biosecurity

Not enough producers employ effective on-farm biosecurity measures to protect their properties from new pests and weeds.

Awareness raising and behaviour change are required nationally to improve this layer of biosecurity.



Greater member expectations

Member and stakeholder expectations of PHA are increasing.

PHA required to provide national coordination in more areas to deliver better outcomes and increase efficiency and leadership.



Rising number of incidents considered by CCEPP

Since the introduction of the EPPRD in 2005, there has been a steady increase in the number of incidents reported to the Consultative Committee on Emergency Plant Pests.



Improving national biosecurity
outcomes through partnerships

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